

2022 MEDIA KIT

MAGAZINE AND WEB

CONTACT

Pierre Grinsell
info@relationsmedia.ca
450 661-8200

MAGAZINE

An advertisement in the *Coopérateur* is an excellent opportunity to connect with potential clients and increase your sales in the Quebec agriculture market.



HIGHLIGHTS

Published since 1972, the *Coopérateur* will mark its 50 years of existence in 2022, which clearly demonstrates its relevance to the agricultural world!

MISSION: *To promote cooperation, publish leading-edge technical & economic information and report on the major issues that affect agriculture and agri-food.*

READERSHIP PROFILE

The majority are men aged 45 to 64 years old¹

Working in the following sectors:

- Dairy production
- Cash crops
- Beef production
- Maple syrup production
- Pork and poultry production
- Horticultural production

¹ Groupe AGÉCO, 2021

DISTRIBUTION

- **14,000 copies**, including nearly **12,500 farms**
- 8 issues a year.

BPA certified subscriptions

- Concentrated on the largest **farms** in Quebec.

GENERAL		Frequency discounts			
Four Colours		1X	3X	6X	8X
	1 page	4160	4060	3960	3860
	2/3 page	3660	3560	3460	3360
	1/2 page	3160	3060	2960	2860
	1/3 page	2640	2540	2440	2340
Covers					
	2 and 3	4480	4380	4280	4180
	4	4780	4680	4580	4480

Preferred position: 15% extra.

Inserts: Rates and specifications on request.

Net Rates

Information

Pierre Grinsell: Telephone: 450 661-8200
info@relationsmedia.ca

Closing Dates

Publishing date: 1st week of the month.

Space reservation:

5 weeks prior to the publishing date (insertion order).

Closing date for material reception:

3 weeks prior to the publishing date.

Contract regulations

Advertising copies are subject to publisher's approval. The word "advertisement" will be added if necessary.

Covers are non-cancellable. Other cancellations must be confirmed in writing prior to closing date.

Frequency discounts are given only on yearly contracts signed in advance.

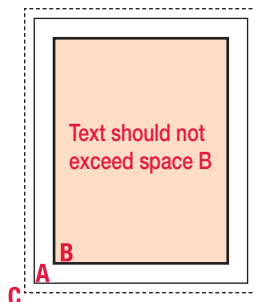
Payment must be made within thirty (30) days of date of invoice.

Except for the preferred positions indicated in rate section, no special position can be guaranteed, regardless of the specifications appearing on the insertion order.

2022 Issuance and closing dates

Issues	Space	Material	Issued
Jan. - Feb.	November 26, 2021	January 12, 2022	January 31, 2022
March	January 7, 2022	February 2, 2022	February 21, 2022
April	February 18, 2022	March 16, 2022	April 4, 2022
May - June	March 18, 2022	April 13, 2022	May 2, 2022
July - August	May 20, 2022	June 15, 2022	July 4, 2022
September	July 22, 2022	August 7, 2022	September 6, 2022
October	August 9, 2022	September 14, 2022	October 3, 2022
Nov. - Dec.	September 23, 2022	October 19, 2022	November 7, 2022
Jan. - Feb.	November 25, 2022	January 11, 2023	January 30, 2023

Mechanical requirements



	Width			Height	
A Trim size:	7 7/8"	(7.875")	x	10 3/4"	(10.75")
Double page:	15 3/4"	(15.75")	x	10 3/4"	(10.75")
B Type page:	7 1/16"	(7.0625")	x	9 11/16"	(9.6875")
C Bleed size:	8 1/8"	(8.125")	x	11"	
Double page bleed:	16"		x	11"	

Print: Web Offset (4 colour process)
 Halftone screen: 150
 Binding method: Saddle stitched

Required Material

Please send us your file(s) with one of the following file extensions: **.pdf** or **.eps**. Each file should be at 100% scale, in a 300 dpi resolution, CMYK (Cyan, Magenta, Yellow, Black) or GRAYSCALE. All fonts must be provided and crop marks require 12 pt. spacing. **For PDF format**, follow procedure exactly as indicated on the attached pages.

Production costs for the ad or any additional work on the originals will be invoiced over and above, if applicable.

Supporting Platform

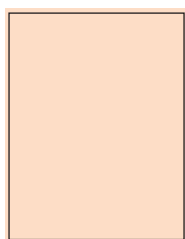
MAC, InDesign

Data Transmission in compressed electronic files, such as ZIP or Stuffit, e-mail (10MB max.), your FTP (Address, ID and Password), or send by CD or DVD.

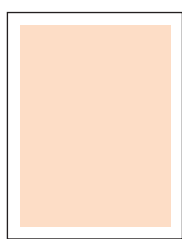
E-mail

info@relationsmedia.ca

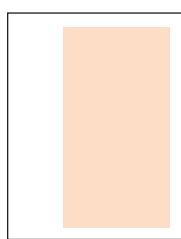
Advertising Sizes



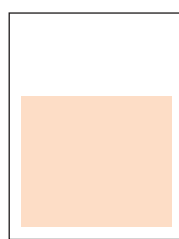
1 bleed page
 7 7/8 x 10 3/4
 (7.875 x 10.75)
 +.25 bleed



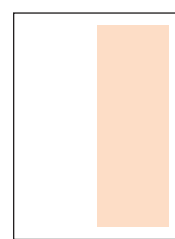
1 page
 7 1/16 x 9 11/16
 (7.0625 x 9.6875)



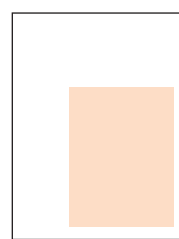
2/3 page
 4 1/4 x 9 11/16
 (4.25 x 9.6875)



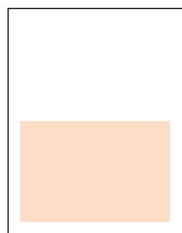
2/3 page
 7 1/16 x 6 1/2
 (7.0625 x 6.5)



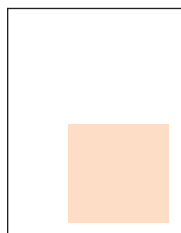
1/2 page
 3 1/2 x 9 11/16
 (3.5 x 9.6875)



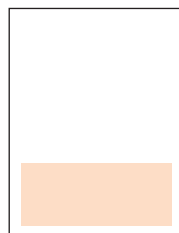
1/2 page
 4 1/4 x 7 3/8
 (4.25 x 7.375)



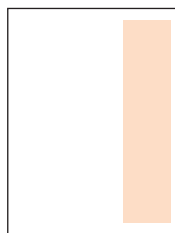
1/3 page
 7 1/16 x 4 7/8
 (7.0625 x 4.875)



1/3 page
 4 1/4 x 4 7/8
 (4.25 x 4.875)



1/3 page
 7 1/16 x 3 1/4
 (7.0625 x 3.25)



1/3 page
 2 5/8 x 9 11/16
 (2.625 x 9.6875)



Other sizes
 available
 on request

WEB - COOPERATEUR.COOP

An advertisement on the Coopérateur.coop website gives you excellent visibility with the audience you're trying to reach.

HIGHLIGHTS / STATISTICS

With constantly updated content, the *Coopérateur* magazine website is now a distinct media.

It stands out from other websites with a wealth of content. Specialists in the agricultural community contribute to making coopérateur.coop an essential source of information for the audience you're trying to reach.

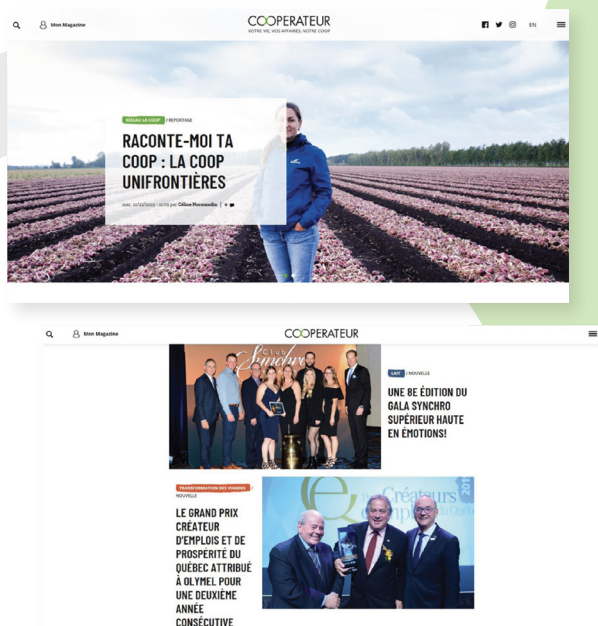
- MORE THAN 11,200 UNIQUE VISITORS PER MONTH
- MORE THAN 8 000 UNIQUE USERS PER MONTH
- 1.3 PAGE VIEWS PER VISIT
- AMOUNT OF TIME PER VISIT: 1 MINUTE
- OUR VISITORS ARE LOYAL: 40% OF THEM ARE COMING BACK TWO TIMES AND MORE
- SOCIAL MEDIA STRATEGY (TWITTER – FACEBOOK – INSTAGRAM) TO EXTEND THE SCOPE AND IMPROVE THE VISIBILITY OF ADS FROM ADVERTISERS BY CREATING MORE TRAFFIC TO THE WEBSITE

SPÉCIFICATIONS & RATES

Name	Format (pixels)	Cost/Month
Banner (Website)	1080 x 243*	\$500

*Maximum 1Mo

25% bonus if combined with an advertisement in the magazine.



WEB - FLASH COOPÉRATEUR

An advertisement in *Flash Coopérateur* is an excellent entryway to thousands of potential buyers.

Version web

COOPÉRATEUR
VOTRE VIE, VOS AFFAIRES, VOTRE COOP

FLASH

FLASHEZ ÉGALEMENT SUR LES RÉSEAUX SOCIAUX

FLASH MOUCHE ROSE

LA MOUCHE ROSE : DU STYLE ET DE L'EFFICACITÉ

Aidez-nous à faire revivre le passé !
Nous sommes à la recherche d'items ou d'outils agricoles anciens de La Coop fédérée ou de la Coopérative fédérée de Québec pour fêter les 100 ans de l'organisation.
Vous avez des trésors cachés que l'on pourrait vous emprunter ?
Envoyez-nous une photo à communications@coop.coop !

FLASH PROFIL DE RELÈVE

BRUNO TURMEL, MAÎTRE DE SON TROUPEAU

FLASH AGCONNEXION

AGCONNEXION : AVISCAN, VISUALISEZ LES RÉSULTATS DE VOS ÉLEVAGES AVICOLES!

HIGHLIGHTS / STATISTICS

- MORE THAN 9000 SUBSCRIBERS
- WEEKLY FREQUENCY
- AN EFFICIENT TOOL TO INCREASE TRAFFIC ON THE WEBSITE

SPECIFICATIONS & RATES

Name	Format (pixels)	Cost/Week
Banner (Newsletter)	600 x 150	\$250

COOPERATEUR.COOP

REQUIRED MATERIAL

Accepted formats: Gif, PNG, JPG
Destination URL

OTHER SPECIFICATIONS

Delivery of material for posting:
standard creative document; **minimum 3 working days before the start of distribution.**

Animation: 30 seconds or less (loops included); 15 seconds recommended; maximum of 3 loops. It is recommended that the final image contain the most important information.

The content of an advertising unit must stand out from the normal content (this means having a dark grey border around to differentiate it from editorial content).

The creative document must be clickable and link to a web page and not to an application or file, unless it is clearly indicated in the advertisement so that the user can expect this to happen after clicking. All links must be opened in a new tab.

High-resolution creative documents must be used for higher quality images on dual-density/retinal screens. The acceptable size for files for these high-resolution creative documents will also increase, but must not exceed double the size of the file indicated in these guidelines. To identify these creative documents, mark 2x in the file name.

Creative document naming convention/tagging
Language_Size_Client_Campaign_CreativeVersion.File type
(Example: fr_340x340_nom annonceur_maijuin2015_v01.jpg)

FLASH COOPÉRATEUR

REQUIRED MATERIAL

Acceptable formats: PNG, JPG
Destination URL

OTHER SPECIFICATIONS

Delivery of material for posting:
Standard creative document; minimum Monday to appear in the *Flash Coopérateur* on Wednesday.

CONTACTS

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